

## **Government of Ethiopia hires DC power house lobby firm Mercury Public affairs.**

Announces Expanded Engagement Efforts with Washington D.C. Influencers

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The Government of Ethiopia is said to have hired Mercury Public Affairs lobby firm to counter the negative public perception it has been facing in the US & US allied countries. In a press statement released today by the Ethiopian Ambassador in Washington D.C. Ambassador Fitsum Arega to announce the hiring of Mercury Public Affairs he said “We are launching this expanded outreach effort to American lawmakers, influencers and media in response to repeated requests by many Ethiopians in the country and in the diaspora to ensure the needs and challenges of our country are more readily heard and understood... We have brought on Mercury Public Affairs for consultations on strategy in this critical effort. We remain committed to full transparency, accountability and integrity in all of our engagements, both within the United States and beyond.”

According to the proposal prepared by Mercury Public affairs to the Ethiopian government and The American-Ethiopian Public Affairs Committee reviewed by Terara Network, Mercury Public promises to deliver in areas of government relations, public relations strategy and digital communications. The proposal titled US Reputation Management Campaign for Prime Minister and Government of Ethiopia, will charge \$85,000 per month and promises to deliver on the detailed deliverables in 90 days.

Mercury Public Affairs has already built a great trust with the powerful Ethiopian Diaspora group American-Ethiopian Public Affairs Committee working with projects to reach out Congress and influential figures in US government. Its most successful work for American-Ethiopian Public Affairs Committee the so far must be its reach out to Congress women Karen Bass after her comment that implied Ethiopian diaspora was asking for a military intervention during her discussion with African Leaders facilitated late July by U.S. Institute of Peace.

Ethiopian Americans were furious online and off line with congress women Karen statement. Mercury responded by organizing an online meeting with Congress women and various members Ethiopian American community, including members of American-Ethiopian Public Affairs Committee. The meeting was so successful Rep Karen Bass tabled the controversial H.Res.445 till 5 28/21 and she is said to visit Ethiopia in September.

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